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Message Text

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ACTION EUR-12

INFO OCT-02 ISO-00 CIAE-00 EB-08 INR-07 LAB-04 NSAE-00
PA-02 SIL-01 USIA-15 PRS-01 /051 W
----------006640 251649Z /42
R 251411Z JAN 78
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO SECSTATE WASHDC 7083
AMEMBASSY VIENNA
AMCONSUL LENINGRAD

UNCLAS SECTION 1 OF 2 MOSCOW 1172

USDOC FOR BEWT/TPD (THOMPSON, ROBB)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: GRAFIKA '78 FINAL REPORT

SUMMARY: GRAFIKA '78 WAS A SUCCESSFUL S/ME BOTH IN TERMS OF NUMBER OF ATTENDEES, AND FROM STANDPOINT OF INTEREST AND VIEWING. IN LATTER ASPECT, IT WAS MOST ACTIVE EVENT IN CURRENT USCO MEMORY. THIRTEEN SEMINAR SESSIONS HAD TOTAL OF 662 VISITORS. ONE CONTRACT (PRENOGOTIATED) WAS SIGNED TOTALLING $70,000. WHILE THE OVERALL RESULTS WERE EXCELLENT, "GRAFIKA '78" WAS NOT WITHOUT ITS MINOR PROBLEMS. END SUMMARY

1. FINAL RESULTS AS OF COB FRIDAY, JAN. 20:
(1) GRAFIKA '78 SEMINAR/MINI-EXHIBIT
(2) U.S. COMMERICIAL OFFICE, MOSCOW
JANUARY 16-20, 1978.
(3) AGENTS APPOINTED -0-, UNDER NEGOTIATION -0-
(4) FLOOR SALES - $70,000 - 12 MONTH PROJECTION - $3,000,000
(5) NUMBER OF REGISTERED VISITORS -0-
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JANUARY 17
10:10 87
11:30 73
14:30 43
15:15 38
16:45 21

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259

JANUARY 18
10:00 70
11:30 73
14:30 47
16:00 41
231

JANUARY 19
10:00 61
11:30 53
14:00 27
15:30 31
172

TOTAL ATTENDANCE: 662

(6) TOTAL NUMBER OF PARTICIPANTS:
10 PA'S FOR 12 COMPANIES
NEW-TO-MARKET 8
OLD-TO-MARKET 4
FULLY ACHIEVING OBJECTIVE 10
PARTIALLY ACHIEVING OBJECTIVE W

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2. HIGHLIGHTS: AS RECALLED BY CURRENT USCO STAFF, "GRAFIKA '78" GENERATED MOST VISIBLE INTEREST BY ATTENDEES OF ANY S/ME HELD TO DATE. VISITORS WOULD ARRIVE 40-45 MINUTES EARLY IN THE MORNING TO HAVE DISCUSSIONS WITH PARTICIPANTS, AND STAY 45 MINUTES AFTER THE CLOSE OF EACH DAY'S PRESENTATIONS, A RARE PHENOMENON IN OUR EXPERIENCE. IT WAS ALSO DIFFICULT TO BEGIN SEMINAR SESSIONS AS VISITORS WOULD LINGER AT BOOTHS INSTEAD OF GOING INTO THE SEMINAR ROOM FOR THE NEXT SESSION. WHILE A SEMINAR PRESENTATION WAS IN PROGRESS GROUPS WOULD BE SITTING IN "CARRELS," IN VACANT OFFICES OR AT EMPTY TABLES HAVING WHAT APPEARED TO BE IN-DEPTH TECHNICAL AND COMMERCIAL DISCUSSIONS. IN FACT AT ONE POINT, EVERY AVAILABLE SPACE IN THE OFFICE WAS BEING USED FOR THESE TALKS.

3. TECHNICAL PRESENTATIONS THEMSELVES WERE RELATIVELY HIGH CALIBRE AND ELICITED GOOD, TECHNICAL QUESTIONS FROM ATTENDEES. GRAPHIC DISPLAYS, ACTUAL EQUIPMENT EXHIBITED AND GOOD VISUAL AIDS ROUNDED OUT THE S/ME AND MADE IT, BY ALL ACCOUNTS, A VERY SUCCESSFUL EVENT. OF THE 12 PARTICIPANTS, EIGHT WERE NEW-TO-MARKET FIRMS WHO LEFT WITH A FEELING OF ACCOMPLISHMENT.

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PA-02 SIL-01 USIA-15 PRS-01 /051 W
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R 251411Z JAN 78
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO SECSTATE WASHDC 7084
AMEMBASSY VIENNA
AMCONSUL LENINGRAD

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4. SEVERAL COMMENTS BY PARTICIPANTS (ALL CLEARED FOR PUBLICATION) ARE AS FOLLOWS: "THE MAIN PURPOSE OF ATTENDING (THE SEMINAR) WAS TO GET A FEELING OF THE MARKET AND ... GOOD CONTACTS WITH THE END-USERS ... THIS SEMINAR/MINI-EXHIBIT HAS THEREFORE BEEN WORTHWHILE" -- CHEMCO; "MARKET PREPARATION, INVITATIONS TO RIGHT ORGAINIZATIONS AND PEOPLE EXCEEDED BY FAR OUR EXPECTATION" - DIGITAL EQUIPMENT CORP; "WE MADE MANY VALUABLE CONTACTS FOR FUTURE BUSINESS.." - HARRIS; "THE EXPOSURE ... WAS MOST BENEFICIAL" - MERGENTHALER. "VERY PLEASED TO GET EXPOSURE AND MAKE MOST IMPORTANT CONTACTS..." - PANTONE.

5. TANGIBLE RESULTS OF THE S/ME INCLUDED AN OFF-THE-FLOOR SALE OF $70,000 BY DEC. THE CONTRACT, WHICH WAS PRENEGOTIATED, WAS FOR FOUR OF SYSTEMS ON DISPLAY CONSISTING OF RTM COMPUTER SYSTEM WITH SERIAL LINE INTERFACE AND
PLOTTERS. EMPCO, WHO PARTICIPATED WITH THE SAVITT GROUP, HAS LEFT A $3,600 INSTRUMENT FOR "PRAVDA" WHO WILL BE DECIDING WITHIN THE WEEK WHETHER OR NOT TO PURCHASE. THE SAME ARRANGEMENT WAS MADE FOR THE ALPHATYPE EQUIPMENT. AS A DIRECT RESULT
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OF ITS PARTICIPATION, HARRIS CORP. WAS ASKED TO QUOTE ON A $1,800,000 ORDER FOR PRESSES.

6. COMMENTS: WHILE THE RESULTS OF "GRAFIKA '78" WERE INDEED EXCELLENT AND OVERSHADOW ANY PROBLEMS ENCOUNTERED BY FAR, TWO MINOR DIFFICULTIES ARE WORTH MENTIONING. THIS USCO S/ME WAS THE LARGEST THUS FAR - 12 PARTICIPANTS (13, INCLUDING SAVITT). HOWEVER, 12 COMPANIES ARE TOO MANY AND MAKE FOR EXTREMELY CRAMPED CONDITIONS. WE HOPE THAT PARTICIPATION IN FUTURE S/ME EVENTS WILL BE LIMITED TO A MAXIMUM OF 10, WITH EVERY EFFORT MADE TO KEEP IT AT 8-9. THE OTHER MINOR PROBLEM OCCURRED WHEN ONLY TWO PARTICIPANTS ARRIVED IN TIME TO SET UP BOOTHS ON SATURDAY, JANUARY 14. THE REMAINING COMPANIES ARRIVED ONLY MONDAY MORNING, AND WITH EQUIPMENT AND GRAPHICS TO BE SET UP, THERE WAS VERY LITTLE TIME TO SPARE BEFORE 4:30 P.M. RECEPTION, ESPECIALLY SINCE USCO PLAYED EARLY MORNING HOST TO RESIDENT BUSINESSMENS' BREAKFAST FOR SEN. ADLAI STEVENSON. IF, FOR SOME REASON, FLIGHTS HAD BEEN DELAYED OR AIRPORTS CLOSED, IT WOULD HAVE HAD A DISASTROUS EFFECT ON OPENING DAY. WE THEREFORE ASK THAT PARTICIPANTS BE ADVISED TO ARRIVE, IF POSSIBLE, NO LATER THAN FRIDEAY EVEINGING TO AVOID LAST MINUTE CONFUSION. THIS POINT SHOULD AGAIN BE MADE VERY STRENUOUSLY BY BEWT/TPD TO FU-TURE S/ME PARTICIPANTS.
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Message Attributes

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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
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Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3717212
Secure: OPEN
Status: NATIVE
Subject: GRAFIKA \'78 FINAL REPORT SUMMARY: GRAFIKA \'78 WAS A SUCCESSFUL S/ME BOTH IN TERMS OF NUMBER OF ATTENDEES, AND FROM STANDPOINT OF INTERE
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To: COM
Type: TE
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